

**From:** Morgan, Hannah (KT) <>  
**Sent:** Thursday, 2 September 2021 6:24 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

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Hi Neil,

Fantastic, attached is a final version – if you could please formally approve for our records, that'd be awesome. It's with the scripters now and we are waiting for them to update on estimated timelines – we will do our best to push them for the quickest possible, although I'm anticipating the timeline could slightly extend, but we will update as soon as we can. And of course, happy to share the test link!

#### Qual update

- The **mini groups** are now due to go into field as well so attached is the screener for these for your review.
  - Compared with the IDI screener, we have opened the demographic criteria slightly and tightened in on the commitment to vaccination, based on our early interviews. All this means is that the demographic profile will fall out naturally around their level of commitment.
  - We are hoping to go into field as soon as possible with this, so if you're able to **provide feedback tomorrow** it'd be much appreciated (although we totally understand that's a short time frame too!).
- **11/30 of the 30 interviews have now been completed** with some interesting points of view. One gentleman, for example, was quite happy for everyone else to be a guinea pig – including his wife – before he got the vaccine!
- The recruitment is getting a bit more challenging as we expected might happen so one area where we would recommend relaxing the criteria slightly is in recruiting a smaller number of aged/health/disability sector workers – we initially aimed for n=5 across the Denial/Difficult and Fluctuators/Follower segments but aiming for a minimum of 1-2 in each is looking more realistic. What do you think? So far, we have interviewed 5 (3 Advocates/Attainers and 1 DD and 1 FF).
- The other tricky area is in reaching the more marginalised groups –we will keep pushing for n=3, but wanted to flag that we may need to revisit this one in the coming days.

Chat soon,

Hannah

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OFFICIAL

Hi Hannah,

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Any idea when this might go into field? We're happy to run through a test link as well if this is possible.

Thanks,  
Neil

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To the specific changes:

- We have removed the min quota on the >60 age group and doubled the min quota on 16-29
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  - The idea behind the question was to explore barriers specifically and encourage people to be honest about such views in an anonymous setting – which is why they were extreme negative messages
  - It does make sense though to look at the neutral or positive ones as you've suggested
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If you have any other questions or comments please don't hesitate to get in touch.

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Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16 29yr cohort?

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We have 7 interviews tomorrow – it's always exciting when we get to go time – so we look forward to hearing what people have to say!

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Hi Hannah & team,

Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

**Qual guide:**

- **Attitudinal influence: Legitimacy** can we change that new question re mandatory vax to "And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?"
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Cheers,  
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Hi David,

Thanks again to you and the team for your time this morning.

Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16–18-year olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM 1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision-maker, recognising that children may be able to self-consent over the age of 12)

- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical
- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

In the discussion guide, the main additions are:

2.2(a)(xi)

Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

**KANTAR PUBLIC**

**Hannah Morgan**

Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*



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This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
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**From:** "Briant, David"  
**Sent:** 05/09/2021 10:59 PM  
**To:** "Morgan, Hannah (KT)" <>  
**Cc:** "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Subject:** HPE CM: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi Hannah,

Hope you had a nice weekend. I just wanted to let you know we had a good response to our callout on Friday with 34 Panel members agreeing to take part in the research. 23 of them haven't had a COVID vaccine, 4 have now had both doses, 4 have now had one dose and 2 prefer not to say. There is a pretty good demographic mix across the group.

While we have asked permission to pass their contact details on to Kantar/Q&A I'm a bit nervous about sending over all their demographic and contact details in one excel file. We take data security very seriously so I just wanted check in with you about the best approach for me to disclose this information. I am around if you want to give me a quick call on my mobile this morning 2.2(a)(ii) to discuss.

Kind regards,

**David Briant** | Director, Research and Insights  
**Phone:** (02) 6205 2402 | **Mobile:** +2.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)  
**Communications & Engagement** | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)



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**Sent:** Friday, 3 September 2021 5:24 PM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>  
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No problem at all, all done! Please just forward on to others who you'd like to be there.

Hannah

---

**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Sent:** Friday, 3 September 2021 5:19 PM  
**To:** Morgan, Hannah (KT) <>  
**Cc:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Could you please send a Teams invite, Hannah? I will get back to you about the other points regarding the quant on Monday if that's okay.

Ta.

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 2 2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
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Hi David,

That's great news! Fingers crossed more come through over the weekend &#128522;

Attached for your review is the discussion guide for the 'Tipping Point' or deliberative debate group that we'll be running on Wednesday next week, with Attainers and Followers. The other focus groups (1 with Advocates/Attainers, 1 with Fluctuators / Followers, 1 with Deniers / Difficults) will follow the same structure as the IDI groups – staying very tightly focused on the buckets so no changes to what you've already approved.

We also heard back from the quant team that a CATI top up would be very expensive, so we'd recommend against this option, unless necessary. As an alternative, we are exploring if we can send the survey to those who were interested in the qualitative research but screened out because e.g., they aren't a health worker as a way to boost sample. Otherwise, I would suggest that we increase the vaccinated parents' sample to gather a good baseline on commitment, ahead of the curve.

Final thing did you want me to send a Teams invite for Tuesday at 1030 for you to forward on? Happy either way.

Hope you also have a lovely weekend, chat Monday.

Hannah

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OFFICIAL

Hi Hannah,

Just letting you know we have sent out the recruitment email this afternoon (although it didn't get out until around 2.30pm). Good news is that already 3 have agreed to take part. I'll be in touch on Monday with an update.

Have a lovely weekend.

Cheers,

David Briant | Director, Research and Insights

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Hi David,

Thanks again for your time earlier today. A few updates and follow ups from us:

- Confirming that we have reached out to Q&A re recruiting from your panel for the qual, to reach some of the harder segments
- We have also spoken to our quant fieldwork team who are still confident of recruiting n=400 of the behaviourally negative (not vaccinated) or weakly behaviourally positive (first vaccination) population however, we are also exploring CATI top up / other options here as a plan b and will come back to you on those
- The survey link will be available end of day Tuesday
- We will test and approve the survey link on Wednesday to go into field that same day we'll also share with you when available, but will need to sign off on this by 3pm to get into field
  - The team estimate 12 days in field, closing on 20<sup>th</sup> September
  - This means that the delivery for the quant will be more closely aligned with the second phase of the qual and delivered w/c 27<sup>th</sup> September

I'll let you know as soon as we get any more updates. In the meantime, if you could please formally approve the first groups screener, we can then start recruiting for these today.

Kind regards,

Hannah

---

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Thanks, Hannah. Good to hear you're well underway. We will take a look overnight and get back to you in the morning if that's okay. Have a nice evening!

Cheers,

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**From:** Morgan, Hannah (KT) <>

**Sent:** Tuesday, 31 August 2021 11:39 AM

**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>; Stafford, Neil

<[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

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Hi David,

Thanks again to you and the team for your time this morning.

Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've

had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16–18-year-olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM-1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision-maker, recognising that children may be able to self-consent over the age of 12)
- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical
- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

**In the discussion guide, the main additions are:**

2.2(a)(xi)

Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

**KANTAR PUBLIC**

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*





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**From:** "Morgan, Hannah (KT)" <>  
**Sent:** 07/09/2021 4:29 AM  
**To:** "Briant, David" <David.Briant@act.gov.au>; "Stafford, Neil" <Neil.Stafford@act.gov.au>  
**Cc:** "Hall, Isabella (MBSYC)" <2.2(a)(ii)@kantar.com>  
**Subject:** HPE CM: RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi David and Neil,

Thank you for these – there's some feedback from the scripiter below and all other points have been fixed. Are you comfortable for us to set up and soft launch?

- We don't usually have a 'back' button in our surveys as a quality measure, as certain routing can be skipped/avoided if a back button is in place.
- Apologies for the 'Fatal error' message – this is common before launching as we test/set quotas on our back end. This won't be a factor once survey is launched.

I'm going into research and will be out of contact until 4.30ish so I've cc'ed Isabella here (who is excellently managing this survey into field!) in case you need anything urgent.

Kind regards,

Hannah

---

**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Tuesday, 7 September 2021 1:44 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Morgan, Hannah (KT) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

It was looking good to a point I reached in the survey where the following message appeared.

## Fatal error when executing system code

Sorry, this survey is currently under construction and contains errors which prevent it from being displayed.

When contacting support about this error, reference the code "JSFVN"

Problems with this survey? Click [HERE](#)

Kind regards,

**David Briant** | Director, Research and Insights

**Phone:** (02) 6205 2402 | **Mobile:** +612.2(a)(ii) | **Email:** [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

**Communications & Engagement** | Chief Minister Treasury and Economic Development Directorate | ACT Government  
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | [www.act.gov.au](http://www.act.gov.au)

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Tuesday, 7 September 2021 1:26 PM  
**To:** Morgan, Hannah (KT) <>  
**Cc:** Briant, David <David.Briant@act.gov.au>  
**Subject:** RE: Covid 19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

I have been through a few times and think it's mostly fine David may have feedback too but just sharing a couple of very minor things I picked up:

In the question containing lots of different statements whether have heard or seen:

- Statement "People in the ACT are good at managing outbreaks..." its should be it's
- Some statements have full stops, others don't so just make consistent

The question after booster likelihood, if say 0-9:

- And what were the top two reasons you would not be likely to get a booster if you were advised to get one? – Can we just say 'not be very likely' in this instead of not be likely

Also I'm not sure if it's because it's a test version but I wasn't seeing a back button on the survey.

Cheers,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 7 September 2021 11:56 AM  
**To:** Briant, David <David.Briant@act.gov.au>  
**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Subject:** RE: Covid 19 Vaccination Hesitancy - discussion guide and questionnaire

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Great, thank you.

Here is the link for the survey the team are happy with this, so it's just us to do final checks and sign off on <https://surveys.globaltestmarket.com/survey/selfserve/1aab/210908?list=4&ID=test>

Do you think you'd be able to provide feedback by 2/3pm? This would allow us to make any changes and do soft launch today.

Thanks so much!

Hannah

---

**From:** Briant, David <David.Briant@act.gov.au>  
**Sent:** Tuesday, 7 September 2021 11:40 AM  
**To:** Morgan, Hannah (KT) <>



**Cc:** Stafford, Neil <Neil.Stafford@act.gov.au>

**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Thanks, Hannah. This looks fine. Please accept this as approval to proceed.

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 2 2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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---

**From:** Morgan, Hannah (KT) <[hannah.morgan@act.gov.au](mailto:hannah.morgan@act.gov.au)>

**Sent:** Friday, 3 September 2021 5:09 PM

**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Cc:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi David,

That's great news! Fingers crossed more come through over the weekend &#128522;

Attached for your review is the discussion guide for the 'Tipping Point' or deliberative debate group that we'll be running on Wednesday next week, with Attainers and Followers. The other focus groups (1 with Advocates/Attainers, 1 with Fluctuators / Followers, 1 with Deniers / Difficults) will follow the same structure as the IDI groups – staying very tightly focused on the buckets so no changes to what you've already approved.

We also heard back from the quant team that a CATI top-up would be very expensive, so we'd recommend against this option, unless necessary. As an alternative, we are exploring if we can send the survey to those who were interested in the qualitative research but screened out because e.g., they aren't a health worker as a way to boost sample. Otherwise, I would suggest that we increase the vaccinated parents' sample to gather a good baseline on commitment, ahead of the curve.

Final thing – did you want me to send a Teams invite for Tuesday at 1030 for you to forward on? Happy either way.

Hope you also have a lovely weekend, chat Monday.

Hannah

---

**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

**Sent:** Friday, 3 September 2021 4:03 PM

**To:** Morgan, Hannah (KT) <[hannah.morgan@act.gov.au](mailto:hannah.morgan@act.gov.au)>

**Cc:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

Just letting you know we have sent out the recruitment email this afternoon (although it didn't get out until around 2.30pm). Good news is that already 3 have agreed to take part. I'll be in touch on Monday with an update.

Have a lovely weekend.

Cheers,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Friday, 3 September 2021 11:46 AM  
**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi David,

Thanks again for your time earlier today. A few updates and follow ups from us:

- Confirming that we have reached out to Q&A re recruiting from your panel for the qual, to reach some of the harder segments
- We have also spoken to our quant fieldwork team who are still confident of recruiting n=400 of the behaviourally negative (not vaccinated) or weakly behaviourally positive (first vaccination) population however, we are also exploring CATI top up / other options here as a plan b and will come back to you on those
- The survey link will be available end of day Tuesday
- We will test and approve the survey link on Wednesday to go into field that same day – we'll also share with you when available, but will need to sign off on this by 3pm to get into field
  - The team estimate 12 days in field, closing on 20<sup>th</sup> September
  - This means that the delivery for the quant will be more closely aligned with the second phase of the qual and delivered w/c 27<sup>th</sup> September

I'll let you know as soon as we get any more updates. In the meantime, if you could please formally approve the first groups screener, we can then start recruiting for these today.

Kind regards,

Hannah

---

**From:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Sent:** Thursday, 2 September 2021 6:38 PM  
**To:** Morgan, Hannah (KT) <>; Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>

Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD)

<> **Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Thanks, Hannah. Good to hear you're well underway. We will take a look overnight and get back to you in the morning if that's okay. Have a nice evening!

Cheers,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +2.2(a)(ii) | Email: [David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)

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---

From: Morgan, Hannah (KT) <>

Sent: Thursday, 2 September 2021 6:24 PM

To: Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>

Cc: Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)

<>; Moore, Ash (KISYD) <>

Subject: RE: Covid 19 Vaccination Hesitancy - discussion guide and questionnaire

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Hi Neil,

Fantastic, attached is a final version – if you could please formally approve for our records, that'd be awesome. It's with the scripters now and we are waiting for them to update on estimated timelines – we will do our best to push them for the quickest possible, although I'm anticipating the timeline could slightly extend, but we will update as soon as we can. And of course, happy to share the test link!

#### Qual update

- The **mini groups** are now due to go into field as well so attached is the screener for these for your review.
  - Compared with the IDI screener, we have opened the demographic criteria slightly and tightened in on the commitment to vaccination, based on our early interviews. All this means is that the demographic profile will fall out naturally around their level of commitment.
  - We are hoping to go into field as soon as possible with this, so if you're able to **provide feedback tomorrow** it'd be much appreciated (although we totally understand that's a short time frame too!).
- **11/30 of the 30 interviews have now been completed** with some interesting points of view. One gentleman, for example, was quite happy for everyone else to be a guinea pig – including his wife – before he got the vaccine!
- The recruitment is getting a bit more challenging as we expected might happen so one area where we would recommend relaxing the criteria slightly is in recruiting a smaller number of aged/health/disability sector workers – we initially aimed for n=5 across the Denial/Difficult and Fluctuators/Follower segments but aiming for a minimum of 1-2 in each is looking more realistic. What do you think? So far, we have interviewed 5 (3 Advocates/Attainers and 1 DD and 1 FF).
- The other tricky area is in reaching the more marginalised groups – we will keep pushing for n=3, but wanted to flag that we may need to revisit this one in the coming days.

Chat soon,

Hannah

---

**From:** Stafford, Neil <Neil.Stafford@act.gov.au>  
**Sent:** Thursday, 2 September 2021 2:07 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah,

We're fine with all of those. Just for the intro to the parents section we can go with this for all parents: "You indicated previously that you had a child/children under 18 years of age living with you at home – we just want to ask you a few questions about their potential vaccination."

Any idea when this might go into field? We're happy to run through a test link as well if this is possible.

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Thursday, 2 September 2021 12:03 PM  
**To:** Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

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Hi Neil,

Thanks again for sending the questionnaire through. Attached is an updated version which has your changes accepted, but ours have been left tracked for clarity. If you're happy with these, I'll send through a clean version for approval and your records.

To the specific changes:

- We have removed the min quota on the >60 age group and doubled the min quota on 16-29
- There was a change to the introduction for the parent's section, to have one for parents with children under 12 vs over, but it didn't then seem that the questions differed. Given this issue isn't the core aim of the survey, we'd suggest leaving as is or only asking of those parents with children under 11 given the over 12s could be self-consenting. What do you think? Happy to discuss further.
- We've also updated the barrier sparks question to include a balance of positive, negative, and neutral statements to explore potential impact of these on behaviour.
  - The idea behind the question was to explore barriers specifically and encourage people to be honest about such views in an anonymous setting – which is why they were extreme negative messages
  - It does make sense though to look at the neutral or positive ones as you've suggested

- But it's important to highlight that these are drawn out from news / media releases, not informed by qualitative research, and so these will be a general sentiment / impact assessment

If you have any other questions or comments please don't hesitate to get in touch.

Kind regards,

Hannah

---

**From:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>  
**Sent:** Wednesday, 1 September 2021 3:00 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)> **Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

OFFICIAL

Hi all,

Happy Spring! Hope the interviews have been going well and you've discovered some interesting people to hear from...

We have some feedback on the draft questionnaire – see attached. Most of it is cosmetic and involves a few word changes here and there which are marked in track changes. Other than that we just wanted to consider the role of QD3 and perhaps cutting back / replacing some of the more extreme negative messages and explore the option of canvassing some more neutral or positive ones as well...particularly as the follow up questions D4 and D5 look at the option of whether these messages have encouraged them to book a vaccine. There are some further comments in the doc related to this, but David and I would be happy to discuss with you – just let us know what might suit.

Oh, also, we have been told there's not much interest in hearing from Canberrans 70+, mainly because vaccine take up has been so high! It's probably going to fall out naturally as a younger sample anyway, but are we able to boost 16-29yr cohort?

Thanks,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 5:00 PM  
**To:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER) <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi Neil,

Thanks so much for sending this through so quickly, very appreciated!

The changes below make sense and have been done in the attached document for your record, together with some final minor tweaks our end:

- To our conversation earlier David, we added a verbal reminder to the introduction about them keeping the conversation confidential
- Added a gentle probe to the legitimacy question to ask if they feel differently depending on **who** requires vaccination (e.g., government vs. business but we don't directly probe on this)
- Overall, we've reduced the number of barrier sparks to align with what's in the quant questionnaire and after mapping against 'theme' and the commitment model for our internal use.

We have 7 interviews tomorrow – it's always exciting when we get to go time – so we look forward to hearing what people have to say!

Kind regards,

Hannah

---

**From:** Stafford, Neil <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>  
**Sent:** Tuesday, 31 August 2021 4:4 6 PM  
**To:** Morgan, Hannah (KT) <>; Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
 <>; Moore, Ash (KISYD) <>  
**Subject:** RE: Covid-19 Vaccination Hesitancy - discussion guide and questionnaire

OFFICIAL

Hi Hannah & team,

Thanks for turning these around so quickly. We just have a few things for consideration on the qual guide (below), but otherwise it is good to go (and has been approved by Trish). For the questionnaire, we need to work through a couple of minor things here and will get back to you about this tomorrow.

**Qual guide:**

- **Attitudinal influence: Legitimacy** – can we change that new question re mandatory vax to “And how would they feel if being vaccinated was required for certain settings like travel or some indoor activities like going to the gym?”
- **Attitudinal influence: Context** – can we also add to this one wording in relation to getting the second vaccination?
- **Barrier sparks** – just an idea, could this be a place to just test the waters around financial incentives being a reverse incentive? Something along the lines of “There must be something up with the vaccine if they end up paying people to get it”

Hope the first few interviews go well – let us know if anything needs tweaking following them.

Cheers,  
Neil

---

**From:** Morgan, Hannah (KT) <>  
**Sent:** Tuesday, 31 August 2021 11:39 AM  
**To:** Briant, David <[David.Briant@act.gov.au](mailto:David.Briant@act.gov.au)>  
**Cc:** Donovan, Craig (KT) <>; O'Donoghue, Kathy (TSPER)  
 <>; Moore, Ash (KISYD) <>; Stafford, Neil  
 <[Neil.Stafford@act.gov.au](mailto:Neil.Stafford@act.gov.au)>  
**Subject:** Covid 19 Vaccination Hesitancy discussion guide and questionnaire

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Hi David,

Thanks again to you and the team for your time this morning.


Attached are the updated discussion guide and the questionnaire with the changes highlighted in yellow. On the qual side, the first interview is 10.30am tomorrow and on the quant, we will script the survey but not go live until you've had time to brief up. As with the screener, could you please also formally approve each of these once you're happy?

**In the survey, the key changes we made / discussed / points of clarification are:**

- Including 16–18-year-olds in the sample
- Creating a point of tension by asking people who are hesitant or resistant to getting vaccinated how they would feel if they *had* to (instruction before BCM-1a)
- Asking parents about their hypothetical commitment to getting their children vaccinated (if they were the decision-maker, recognising that children may be able to self-consent over the age of 12)
- All who work in health / aged / disability care are accepted; no further screening on their role or if they are clinical vs. nonclinical
- Split out regions to Woden, Weston Creek and Molongolo but left the wording as 'where do you live'?
- Research is blinded but it's possible that they will figure out that the research is coming from the ACT in later questions

**In the discussion guide, the main additions are:**

2.2(a)(xi)



Any other questions or comments, or if I've missed anything, please don't hesitate to give me a call.

Kind regards,

Hannah

**KANTAR PUBLIC**

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

*Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.*



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-----



**From:** "Morgan, Hannah (KT)" <>  
**Sent:** 08/09/2021 5:57 AM  
**To:** "Briant, David" <David.Briant@act.gov.au>  
**Cc:** "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Moore, Ash (KISYD)" <>; "Donovan, Craig (KT)" <>  
**Subject:** HPE CM: Covid-19 vaccination hesitancy - fieldwork update

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Hi David,

Thanks for the chat just now. Confirming that the survey is fully launched – at soft launch we had 21 completes (overnight) – and we'll provide another update before end of week once we have a sense of how it's moving.

As discussed, the qual recruitment and interviews are progressing well with 22 booked in or completed, and 8 to go. 7 of these left to recruit are the health / aged / disability care sectors across the DD and FF segments. We are hearing that these are extremely hard to reach and even that some refuse to be screened as soon as they hear the research is to do with Covid / vaccines. **My strong recommendation here would be for us to relax this quota, and complete based purely on their commitment to vaccination.** Like we were talking about yesterday – this hesitancy doesn't seem to be unique to any group.

For info, we have booked/completed 1 DD who works for a clinical immunologist, 1 FF who works in aged care, 1 FF who is yet to be interviewed but fits the criteria and 3 AAs who fit the criteria so far so we do have some coverage of this audience.

Kind regards,

Hannah

## KANTAR PUBLIC

**Hannah Morgan**  
Associate Director

Level 6, The Bond  
30 Hickson Road  
Millers Point  
NSW 2000  
Sydney, Australia

T: 2.2(a)(ii)

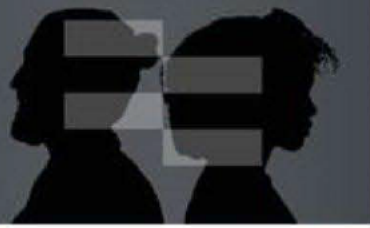
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